Development of AIR and DD services in border areas

848. DR. DASARI NARAYANA RAO: Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

(a) whether Government have initiated improvement and development of AIR and Doordarshan services in border areas of the country to counter the misinformation campaigns from across the borders particularly from hostile neighbours; and

(b) if so, the details thereof?

THE MINISTER OF INFORMATION AND BROADCASTING (SHRIMATI SUSHMA SWARAJ): (a) and (b) Improvement and development of AIR and Doordarshan services in border areas of the country is a continuous process and projects for this purpose are taken up depending on the availability of resources. Presently, 9 studios and 237 transmitters of Doordarshan and 34 Radio Station/ transmitters of AIR are functioning in border districts of the country. In addition, 2 Studio and 71 transmitter projects of Doordarshan and 24 Studio-cum-transmitter projects of All India Radio are under implementation. AIR and Doordarshan put out a number of regular and special programmes in different languages for countering propaganda from across the border.

Selling of DD Metro prime slot

849. SHRI RAJNATH SINGH 'SURYA': Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

(a) whether DD Metro's prime slot was sold to Adhikari Brothers for a paltry sum this year;

(b) if so, the reasons therefor;

(c) the amount for which it was sold last year;

(d) whether there were few takers of it; and

(e) if so, the reasons therefor?

THE MINISTER OF INFORMATION AND BROADCASTING (SHRIMATI SUSHMA SWARAJ): (a) and (b) Prasar Bharati has intimated that Sri Adhikari Brothers participated in the bid for 8.00 P.M. to 9.00 P.M. and 9.00 P.M. to 10.00 P.M. slots on DD-Metro

in July 2001, offering Rs. 9 crores for each slot. As the bid amount quoted by Sri Adhikari Brothers, as well as by other bidders, for these slots were found to be too low, the same were rejected by Prasar Bharati.

(c) Prasar Bharati has intimated that last year M/s. Nine Network Pty. Australia offered Rs. 34.50 crores for 8.00 P.M. to 9.00 P.M. slot and Rs. 62.00 crores for 9.00 P.M. to 10.00 P.M. slot.

(d) and (e) Prasar Bharati has intimated that only three bids were received. Prevailing market conditions could possibly have been the reasons for the poor response.

Amount spent on the film "Daman"

850. SHRI SOLIPETA RAMACHANDRA REDDY: Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

(a) the amount spent by her Ministry on the film "Daman" to create social awareness campaign;

(b) whether the impact has been achieved; and

(c) the action taken to give detailed field publicity in each State for fulfilling the objective?

THE MINISTER OF INFORMATION AND BROADCASTING (SHRIMATI SUSHMA SWARAJ): (a) The Ministry of I and B has not spent any amount on the film "Daman"

(b) and (c) Do not arise.

Link between Bollywood and underworld

851. SHRI RUMANDLA RAMACHANDRAIAH: Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

(a) whether Government's attention has been drawn to the news-item captioned "60 per cent Bollywood films are funded by dons", which appeared in the Economic Times. dated 8th January, 2001;

(b) if so, whether a number of arrests have been made by the police in which they have found linkage between the Bollywood and the underworld;